

# **Plaintiffs' Exhibit 70**

**From:** [REDACTED] MAJ USARMY AEMO (USA) </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=18C6EE359D774A0188E74A58C63BA09B-LENNOX.G.MO>  
**To:** [REDACTED] CIV USARMY HQDA AAA (USA)  
**CC:** [REDACTED] MAJ USARMY AEMO (USA); [REDACTED] USARMY AEMO (USA); [REDACTED] LTC USARMY AEMO (USA); [REDACTED] Jr COL USARMY HQDA ASA MRA (USA)  
**Sent:** 11/29/2021 6:39:44 PM  
**Subject:** Documents (UNCLASSIFIED)  
**Attachments:** 2022 Paid National Media Strategy TOTAL ARMY- 21 JUL 2021.pdf; 2022 Paid National Media Tactical Recommendation ASL 22 OCT.pdf; FY '21 (27 SEP '21-25 SEP '22) National Media Upfront Tactical WIP Checkin 2 8-19-21.pdf; FY22-24 AMP - FINAL ARMY (18MAY21).pptx; NM POM Worksheet (7SEP21).xlsx; [Non-DoD Source] RE: Easiest Question You'll Get Today (UNCLASSIFIED); Q3 FY21 MMM Insights 09.01.2021\_AEMO Action Officers Shared.pptx

CLASSIFICATION: UNCLASSIFIED

Good afternoon Ma'am,

The following documents are attached as discussed this morning:

**1. BACKGROUND**

- a. FY22-24 AMP FINAL ARMY (18MAY21) –
  - i. **Slide 7** identifies AEMOs Objectives and Key Results (OKRs). The OKRs within LOE 1 represent AEMOs support to the Army accessions mission.
- b. Q3 FY21 MMM Insights 09.01.2021\_AEMO Action Officers Shared –
  - i. **Slide 11** identifies the National Media contribution to marketing attributable EMM contracts, [REDACTED] (National – Digital, [REDACTED] + GM + AA TV, [REDACTED]
    1. [REDACTED] represents the goal for National Media's contribution to AEMO OKRs (Contracts/Leads).
  - ii. **Slide 7** defines the performance of each media channel. For example, video (GM + AA TV, OLV-YouTube Non-Calling, OLV Non YT) performed well therefore AEMO will continue its investment.
- c. 2022 Paid National Media Strategy TOTAL ARMY- 21 JUL 2021
  - i. **Slide 10** shows the approved investment scenario. For example, video (Linear TV - GM & MC (ENT/SP/Tentpoles), Streaming Video - Non YouTube, Streaming Video – YouTube) accounts for [REDACTED] the FY22 investment.
- d. 2022 Paid National Media Tactical Recommendation ASL 22 OCT
  - i. **Slide 7** shows that the tactical plan will deliver more than [REDACTED] AEMOs OKRs based on performance outlined in MMM.
  - ii. **Slide 8** shows how each channel contributes to the [REDACTED]. For example, video (Linear TV, Online Video (Non YouTube), YouTube) will contribute [REDACTED]

**2. POM DEVELOPMENT FOR VIDEO MEDIA (EXAMPLE)**

- a. FY '21 (27 SEP '21-25 SEP '22) National Media Upfront Tactical WIP Checkin 2 8-19-21
  - i. **Slide 1** identifies [REDACTED] Target Rating Points (TRPs) as the weekly benchmark [REDACTED]
  - ii. [REDACTED] TRPs are what we purchase IOT run video content in market. [REDACTED]
- b. [REDACTED] DoD Source RE: Easiest Question You'll Get Today (UNCLASSIFIED)
  - i. [REDACTED]
  - ii. For FY24, Baseline cost was estimated at [REDACTED]
- c. NM POM Worksheet (7SEP21)
  - i. Breaks down how historic costs were used to estimate FY24-FY28 costs.

I can provide clarification or additional documents as needed.

Respectfully,

Army Enterprise Marketing Office (AEMO)  
 11 West Quincy Court, Suite 310  
 Chicago, IL 60604

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TEAM DDB

25 OCT 2021

# 21 NMTF

## FY22 Paid National Media Tactical Recommendation

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PRECEDENCE

Highly Confidential

ARMY-ADS-0000336376

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AGENDA

1. BLUF

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2. Strategic Background

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3. Business Case

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4. Defining Success

5. Risks, Challenges and Assumptions

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6. FY22 Plan on a Page

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7. FY22 Quarterly Plans

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8. Media Plan Details

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PROCESSED



























































